

# **BUSINESS RESEARCH METHODS**

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# Points to be covered today

- Research Report
- Functions and Importance of Reporting
- Types of Report
- Format of a Research Report
- Planning of Report Writing
- Report Writing Stages
- Research Ethics
- Objectivity and Subjectivity

# Research Report

- Is an oral presentation and or a written statement that has the purpose of communicating research findings, recommendations, for courses of action, other findings to management or other specific audiences.

| Functions   | Importance  |
|---|---|
| It is a means to place the problem, data analysis, findings and conclusions | Helps the researcher to communicate the problem, method, conclusions etc.                             |
| Helps to know the quality of the work done by the researcher                | Helps the researcher to evaluate the success of his research effort.                                  |
| Helps the policy makers to take appropriate action and policy.              | Report reveals the research ability of the researcher   |
|   | Report is very much useful to the policy makers and administrators for taking decisions and policies. |

# Types

Oral Report

Written Report

Popular Report

(Prepared for Layman and hence prepared in simple style)

Report Submitted to an Administrator

(Prepared for administrator who is intended for taking decisions and hence some technical aspects will be included)

Technical Report

(Prepared for specialists who are interested in understanding the technical aspects of research methodology and research findings)

# FORMAT OF A RESEARCH REPORT

| Main Heading       | Sub Heading              | Explanation  |
|--------------------|--------------------------|--|
| Preliminaries      | Title Page               | Details title of the report, name of the researcher, and name of the person to whom the report was prepared.           |
|                    | Letter of Transmittal    | Include the purpose of conducting the study and its scope.   |
|                    | Acknowledgement          | It recognize the persons to whom the writer is indebted for guidance and assistance during the study.                  |
|                    | Letter of Authentication | It is a letter given to the researcher authorizing him to do the investigation on a particular business problem.       |
|                    | Table of Contents        | Gives an outline on different chapters and their respective page numbers are listed.                                   |
|                    | List of Tables           | Gives an outline on the list of tables in the report and their respective page numbers are listed.                     |
|                    | List of Figures          | Gives an outline on the list of figures and their respective page numbers are listed.                                  |
| Text               | Abstract                 | Summary of the report by describing the topic, scope, findings and conclusion mostly not by exceeding 200 words.       |
|                    | Introduction             | Explain the background information of problem, scope, importance, chapterisation etc                                   |
|                    | Research Procedure       | Explains the research methodology (how the study is carried out).  |
|                    | Results                  | Here relevant data, observation and findings are summarized.   |
|                    | Discussion               | Crux of the report is analysis and interpretation of the results.  |
|                    | Conclusion               | Here main features of the report are summarized along with scope for future studies.                                   |
| Reference Material | Bibliography             | List of references and related works are collated in this section  |
|                    | Appendix                 | Contains list of supporting documents. Eg:- Questionnaire, Annual Report etc.  |
|                    | Index                    | It include accurate page references that lead to useful information on a topic and it will be arranged alphabetically. |

# Chapterisation or Layout of the study

- Chapterisation means explaining what each chapter is about.
- This is given at the end of Chapter 1.

## Planning Report Writing

| Heading                    | Explanation  |
|----------------------------|--|
| Organisation/<br>Structure | <p>Plan how to arrange ideas in a logical and sequential order for ensuring a flow in the writing.</p> <p>Classified into 3 forms.</p> <ul style="list-style-type: none"><li>• <b>Horizontal:</b> Indicates topics and sub topics in the research report.<br/>It is appropriate to research on current problems and majority of research reporting belongs to this category.</li><li>• <b>Sequential :</b> Gives emphasis on the time and developmental aspects.</li><li>• <b>Mixed:</b> Here both aspects are considered.</li></ul>   |
| Write Up                   | <p>Colloquial, conversational or other modes of expression as in short stories are not suitable in a report.</p> <p>Personal pronouns such as I, we, you. Me, my, our and us should not be used except in quotations.</p> <p>Exaggerated statements should be avoided.</p> <p>Quotations must be accurately cited and suitably acknowledged.</p> <p>Report should be clear and it should be written in past tense.</p> <p>For that it should be better to keep in mind about for whom the project is written.</p> <p>Each University or Journal will have their prescribed form and writer should follow that.</p> <p>Generally the report should start with introduction, statement of the problem. Research methodology, results and discussion, and the findings.</p> |
| Documentation              | <p>Documentation is the evidence provided for information and ideas borrowed from others including both primary and secondary sources. Eg:- References</p>   |

# Contents of Research Report

| Contents                    | Explanation   |
|-----------------------------|---|
| 1) Abstract                 | Abstract of a research report is a summary of the report by highlighting the purpose, scope, findings etc within 200 words. |
| 2) Introduction             |   |
| 3) Statement of the Problem |   |
| 4) Research Methodology     |   |
| 5) Facts Presentation       |   |
| 6) Findings                 |   |
| 7) Inference                |   |
| 8) Conclusion               |   |
| 9) Recommendations          |   |



## Report Writing stages

| No | Stages                         | Explanation   |
|----|--------------------------------|---|
| 1  | Understanding the report brief | It is the first stage and most important one. Researcher should keep in mind the purpose of the report.   |
| 2  | Gathering Material and Data    | Once the researcher has clear picture about the purpose of the report, then he needs to collect the relevant materials or data and arrange it in a meaningful or logical order for the better understanding of the readers.   |
| 3  | Make overall Report Format     | Before start writing researcher should make an overall format of the research report by keeping in the mind about the title of the project, purpose of the project, headings, introduction, methodology, conclusions, limitations etc.  |
| 4  | Make a detailed outline        | Introduce the main idea of the chapter/section/paragraph.<br>Explain and expand the idea, defining any key terms.<br>Present relevant evidence to support our points.<br>Comment on each piece of evidence showing how it relates to our points<br>Conclude the chapter/section/paragraph by either showing its significance to the report as a whole or making a link to the next chapter/section/paragraph. |

# Report Writing stages

| No | Stages                               | Explanation  |
|----|--------------------------------------|--|
| 5  | Drafting the report                  | <p>Various defects may occur while writing the research report in terms of language used, lack of clarity in writing, missing the flow of writing etc. So to make the report attractive, it has to be written 3 times.</p> <p><b>First Draft:</b> Here the researcher concentrates on accuracy of facts, comprehensiveness of the report, clarity of ideas etc. First draft may have to write number of times. It can write in two ways</p> <ol style="list-style-type: none"><li>1) Write from one's own head</li><li>2) Write up from the notes.</li></ol> <p><b>Second Draft:</b> In second draft, researcher has to concentrate on form and language in the report to make the report precise. Here researcher expand the condensed writing, eliminate repetition of ideas, slash wrong words.</p> <p><b>Third Draft:</b> Third draft is the final report. Here mainly concentrates on final touch. That is documentation and polishes the report.</p> |
| 6  | Editing of the final draft           | Researcher should make sure the draft should be free from spelling mistakes, grammatical errors, punctuations, capitalization, abbreviations etc.  |
| 7  | Documentation                        | It supports the facts presented by the researcher, acknowledge to others who have helped them for investigation. It also helps the reader to get additional information such as footnotes, bibliography, tables, charts, appendices etc.   |
| 8  | Final word processing and publishing | Word processing can be used for report typing, alignment, editing, graphic works.  |

# Ethics in Research

- Research ethics govern the standards of conduct for scientific research with respect to protection of dignity of subjects and the publication of information in the research.
- Ethics is so important to prohibit fabricating, falsifying the data used in research, copyright & plagiarism matters, human subject protection, for ensuring the quality of the research, increase moral & social values etc.
- A researcher with ethical values will possess the following qualifications:
- Honesty, objectivity, confidentiality, carefulness, integrity, openness, social responsibility, respect for intellectual property, responsible publication, responsible mentoring, respect for colleagues, non discrimination, competence, legality, human subject protection, animal care etc.

# Objectivity

- Objectivity is personal impartiality.
- The researcher's task is to uncover the truth without contaminating it any way.
- Researcher is also required to keep a rein on emotions while ensuring the research motives are pure without bias.
- Thus scientific investigations should be free from prejudices of race, color, religion, sex or ideological biases.

# Subjectivity

Subjectivity is judgement based on individual personal impressions, feelings and opinions rather than facts.

Facts are objective and opinion are subjective.

Subjectivity is the emotional identification of the observer with the subject matter and participating and interacting with the subject matter in perception flow.

**THANK YOU**